Packwise GmbH Media Kit ENG

Focus: Sustainability, efficiency, ROI and international expansion.

Packwise: From start-up to digital pioneer in the supply chain

What began in 2017 as the vision of a trio of founders has now become a major player in the technology sector. Packwise GmbH, based in Dresden, can look back on a classic success story: From its initial small-scale developments, the company has transformed into a leading provider of Industrial IoT solutions, serving customers in the chemical, pharmaceutical, and food industries.

Intelligent interplay: Hardware meets software

The key to this success is a holistic solution that digitizes analog industrial packaging. The system is based on two essential components that seamlessly integrate: the hardware and the software.

The Packwise Smart Cap, launched in 2017 as the first product, functions as a plug-and-play sensor. It attaches directly to the intermediate bulk container (IBC) and captures precise sensor data on location, fill level, and movement in real time.

This data converges in the second component, the Packwise Flow platform. The highly intelligent software visualizes and analyzes the information fully automatically. This enables process automation, increased service levels, and the implementation of more sustainable container logistics.

# The PACKWISE SMART CAP Ex for use in potentially explosive atmospheres

The Packwise solution can also be used in potentially explosive atmospheres. This development represents a significant expansion of the Packwise solution's application range for Packwise customers. Explosion protection is essential for a large portion of the Packwise Smart Cap's potential applications. By meeting explosion protection requirements, Packwise strengthens its position as a market leader and innovator in the field of sustainable supply chain optimization.

Packwise GmbH, a leading provider of intelligent tracking solutions for mobile liquid containers, is consistently continuing its focus on the requirements of the chemical and food industries with the development of the Packwise Smart Cap Ex, further expanding its market leadership. Relevant sectors with explosion-proof areas include, for example, the production and distribution of solvents, paints, varnishes, and the petrochemical industry.

Enhanced features for comprehensive applicability of the Packwise solution

To meet the diverse demands of the industry, Packwise is constantly developing its technology. The Smart Cap, which has already been field-tested with millions of shipments, has been consistently optimized.

A key milestone in this development is the availability of device variants for specific safety requirements. The Packwise solution is now also available for use in potentially explosive atmospheres (ATEX). This is particularly relevant for industries such as petrochemicals and the production of solvents, paints, and coatings. These variants are also developed and manufactured in Germany and offer the same familiar connectivity and ease of installation.

The new version features a specially developed antenna to further enhance connectivity, integrates an optimized energy concept, and is also equipped with an additional barcode and an improved QR code readability. Even with these improvements, Packwise manages to maintain an attractive price-performance ratio. This allows Packwise to support its customers in rolling out the solution across entire container fleets and is not limited to niche applications.

Customers are enthusiastic. “With the introduction of the Packwise Smart Cap Ex, the topic of automated IBC tracking reaches a new dimension. Explosion protection is mandatory for the majority of our products, and the new development from Packwise represents a crucial milestone for comprehensive implementation,” says Markus Hofmann, Head of Supply Chain Excellence & Digitalization – Dispersions Europe, BASF SE.

Development challenges

The development of the PACKWISE SMART CAP Ex presented the team with several technical challenges, primarily stemming from the need to combine the requirements of battery operation, mobile communication, and a highly ambitious level of device protection. A special combination of intrinsic protection and potting enables the use of multiple radio technologies.

Packwise holds all relevant certificates.

Packwise is committed to the highest quality and safety standards. The company is comprehensively certified and maintains an established quality management system according to ISO 9001. Production adheres to strict international standards, making the Packwise Smart Cap suitable for use in demanding industrial environments.

Since safety is paramount in the chemical and process industries, the solution was designed for global deployment. The Packwise Smart Cap now meets all relevant requirements for the international market – including approvals for potentially explosive atmospheres (ATEX/IECEx) and the corresponding standards for the North American market. This paves the way for the global scaling of container digitization.

Felix Weger, Co-founder, Innovation and Business Development, Packwise GmbH: “We are thrilled to offer our customers ournewThe ATEX/IECEx solution enables customers to fully experience the added value of the Packwise solution. This added value for customers primarily involves reducing organizational and logistics costs, increasing revenue potential through new service models, and implementing sustainable transport container logistics.

Further information about the hardware and the Packwise solution can be found on the company's official website ([www.packwise.de).](http://www.packwise.de/)

# **About Packwise**

Packwise GmbH is a Dresden-based technology company specializing in Industrial IoT solutions for the chemical, pharmaceutical, and food industries. The company's mission is to transform analog industrial packaging into digital entities, thereby creating transparency across the entire supply chain. Since its founding in 2017, the team has been working to transform supply chains into intelligent, collaborative networks, setting new standards for efficiency and sustainability in global logistics.

[www.packwise.de](http://www.packwise.de/)

1. COMPANY PROFILE & POSITIONING

| category | Contents | Media suitability |
| --- | --- | --- |
| Elevator Pitch | Packwise – Smart Tanks. Smarter logistics.  We are revolutionizing industrial logistics by transforming ordinary tanks and IBCs into smart, trackable assets. Our IIoT solution enables real-time visibility, seamless supply chain automation, and more sustainable processes. | High: Short, concise, solution-oriented. |
| Mission & Vision | Mission: To revolutionize industrial logistics and bridge the gap between the analog and digital worlds. Vision: To build transparent, digital supply chains that enable companies in the process industry to use resources more efficiently and strengthen the circular economy. | Medium: Focus on "revolution" and "digitalization". |
| Core values | "Made in Germany, built for the world. "German engineering meets digital innovation. Focus on customer orientation, agile implementation and state-of-the-art IIoT technology. | Medium: Emphasis on quality and global orientation. |
| Founding story & milestones | Founded in Dresden in 2017 by Gesche Weger (CEO), Felix Weger (Co-Founder), and René Bernhardt (Co-founder & CTO), the company's goal from the outset was the digitalization of IBC logistics. A key milestone: international expansion to North America (Houston, Texas) starting in 2024. | High: Founder's story, location Dresden, international expansion. |
| Unique positioning | European market leader Smart monitoring solutions for industrial bulk containers (IBCs/tanks). Specializing in the process industry (chemicals, pharmaceuticals, food). The solution is a sensor-based SaaS solution that integrates physical assets into a networked, cross-company logistics network. | High: Market leadership, niche focus (IIoT for IBCs), SaaS model. |

2. HARD FACTS & FIGURES

| Key figure | Value / Status | Source / Note |
| --- | --- | --- |
| Year of foundation | 2017 | Dresden, Germany |
| Number of employees | 23 - 50 (estimate) | [3] |
| Customers | 100+ (as of 2024) | [1] |
| financing | Seven-figure growth financing (2024) | [2] |
| investors | TGFS Technologiegründerfonds Sachsen, Hüttenes³ GmbH, Golzern Holding GmbH | [2] |
| International presence | Germany (Dresden), USA (Houston, Texas) | [2] |
| Estimated annual revenue | $2.6M (estimate) | [3] |

3. TECHNOLOGY & SOLUTIONS

| component | Description | Technological USPs |
| --- | --- | --- |
| Packwise Smart Cap (Ex) | Sensor-based hardware that makes analog containers digitally trackable. It collects data autonomously, without additional equipment. The Ex version is certified for potentially explosive atmospheres (ATEX/IECEx Zone 1 & 2). | ATEX/IECEx certification (for Ex version), stand-alone solution, simple retrofit. |
| Packwise Flow (IoT platform) | The intelligent software platform for visualizing and analyzing supply chain processes. Serves as a central control system for asset management. | Cloud-based SaaS solution Integration into existing ERP/WMS systems, automation of ordering processes. |
| Measured parameters | Location (GPS/GSM), Fill level, temperature and movement of the mobile liquid containers. | Real-time data (Real-time), high precision of level measurement. |
| Savings potential (ROI) | Reduction of the container fleet (through higher circulation speed), optimization of logistics (through more efficient route planning), reduction of waste (by avoiding product loss), automation of ordering processes. | Specific ROI calculations These measures must be implemented on a case-by-case basis, but the advantages lie in process reliability and cost reduction (e.g., by avoiding empty runs and excess inventory). |

4. AWARDS & ACHIEVEMENTS

| category | Details | Media suitability |
| --- | --- | --- |
| Awards | German Innovation Award 2021 (Winner in the category "Excellence in Business to Business - Chemical Industry") in a joint project with BASF and Hesse Lignal. | High: A prestigious award, demonstrating innovative strength and customer benefits. |
| Certifications | 5-fold certified For the provision of products in potentially explosive atmospheres. ATEX/IECEx for the Smart Cap Ex. FCC-certified for the US market. | High: Demonstrates the highest safety and quality standards (especially important in the chemical/pharmaceutical industries). |
| Customer testimonials | BASF, Merck, Solvay, Hesse Lignal, Follmann, CVH Group, Häffner GmbH & Co. KG. | High: Renowned global customers attest to market relevance and trust. |
| Strategic partnerships | SCHÄFER Container Systems (Combination of IBC technology and smart tracking). RIKUTEC Group (Official US Distributor). 1NCE (Mobile Connectivity). | Medium: Demonstrates networking within the industry and sales strength. |

5. TEAM & PRESS CONTACTS

| category | Details |
| --- | --- |
| founding team | Gesche Weger (CEO and Co-Founder), Felix Weger (Co-Founder), René Bernhardt (Co-founder & CTO). |
| Leaders | Gesche Weger (economist, focus on strategy and growth), Felix Weger (focus on product development and international expansion). |
| Professional expertise | IT expertise, logistics know-how, many years of experience in supply chain management, specialization in Industrial IoT and process industry. |
| Press contacts | General press inquiries: [info@packwise.io](mailto:info@packwise.io)/ +49 351 89675090 |

6. MEDIA RELEVANCE & STORY ANGLES

| Story angle | Description | Target audience / Relevance |
| --- | --- | --- |
| ESG/Sustainability Story | Emphasis on the circular economy: Packwise enables the switch from single-use to reusable containers ("reuse instead of recycling"). This reduces the CO2 footprint through optimized logistics, more efficient route planning, and a smaller container fleet. | Sustainability media, politics, business press:  It meets regulatory requirements (e.g. PPWR) and offers a measurable green tech solution. |
| Business Story (ROI) | Specific savings and efficiency improvements: Automation of ordering processes, avoidance of empty runs and excess inventory, reduction of tied-up capital in the container fleet. | Business and trade press (logistics, chemistry):  Focus on process reliability and cost optimization as a competitive advantage. |
| Tech story (Industry 4.0/IIoT) | "Smart Cap" as an enabler of digitalization: The transformation of analog assets into intelligent, networked objects. German engineering meets state-of-the-art IoT technology (sensors, cloud platform, analytics). | Tech and IT media: Innovation in the field of Industrial IoT, Edge Computing, and data analysis. |
| International Growth Story | Expansion into the USA (Houston):The success story of a German start-up that conquered the US market. Focus on ATEX/IECEx and FCC certification as the key to global success. | International business press, start-up media:Demonstrates scalability and global ambitions. |

Summary of Special Focus Areas:

The media kit should prominently highlight the following points:

* Sustainability & Circular Economy: Packwise is a green tech enabler that allows the reuse of containers and reduces the carbon footprint of logistics.
* ROI & Efficiency: The solution offers measurable economic benefits through process automation and fleet optimization.
* Safety & Quality: The ATEX/IECEx and FCC certifications, as well as the renowned customers (BASF, Merck), underline the reliability and high safety standard.
* Growth: The international expansion into North America demonstrates the scalability and global ambition of the company.

References

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